

## **Historic, Archive Document**

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# Richards'

**RICHARDS' GARDENS**  
INCORPORATED  
PLAINWELL, MICHIGAN

## MAKE YOUR GARDEN A BRILLIANT SHOWPLACE with a Spectacular Multi-Color TULIP Bed

Enjoy breathtaking splendor from late March 'til mid-May with flowers of unmatched beauty. Enchanting assortment of lovely, majestic tulips, with blooming dates spaced for long, continuous parade of exciting colors lasting up to 2 months!

**Group 1—Very early.** Low-growing Botanical tulips; ideal for rock garden.

**Group 2—Early.** Single and double tulips in bold colors. Resistant to harsh winds and rain. Stems 10" to 14" tall.

**Group 3—Mid-season.** Large flowering Triumph tulips. Many are bi-color. Long stems.

**Group 4—Late.** Gay Darwin tulips. Large flowers in a variety of shapes and pastel to bright colors. Stems 30" tall.

**Group 5—Very late.** Cottage and Breeder tulips, averaging 26" to 34" tall. Solid hues and charming color combinations.

1953 FALL  
BARGAIN BOOK

LIBRARY  
RECEIVED  
★ SEP 10 1953 ★  
U. S. Department of Agriculture

## RARE RAINBOW COLLECTION

A deluxe collection of 5 different imported varieties, described in Groups above . . . hand picked and sorted for best blooming sizes . . . carefully selected to provide a continuous dazzling display of exquisite flowers over an extra-long blooming season.

Do not confuse these large, government-inspected, disease-free Holland bulbs with culls or seconds, sometimes offered as a "bargain." This collection contains only healthy, high-grade bulbs, each averaging 10 to 12 centimeters around.

Rainbow Collection of 50 Quality Bulbs  
10 from each of the 5 Groups above

**\$3.50**  
Postpaid

Rainbow Collection of 100 Quality Bulbs  
20 from each of the 5 Groups above

**\$5.95**  
Postpaid

(Buy this larger collection and save \$1.05.)



# Giant Imported **DARWIN TULIPS**

What would May gardens be without Tulips? Their many-colored cups of various sizes drink up the gaiety of the season and spill it out for all to enjoy. Outdoors and indoors too, they seem to express the very essence of life and vigor. We offer varieties which we consider to be among the most outstanding. Whether you are a beginner or an advanced gardener, here are Tulips you will grow with pride and pleasure. Order early—for fall planting.

**BARTIGON** Fiery crimson with a white base ringed blue; anthers are black. Vigorous grower, with sturdy 24-inch stems. One of the best in its color class.

**CORDELL HULL** Bright garnet-red with broad splashes of white; base white with clear blue margin. Extra large flowers on strong stems.

**FARNCOMBE SANDERS** Brilliant scarlet with a clear white base. Immense, beautifully shaped flowers on strong, straight stems, 25 inches tall.

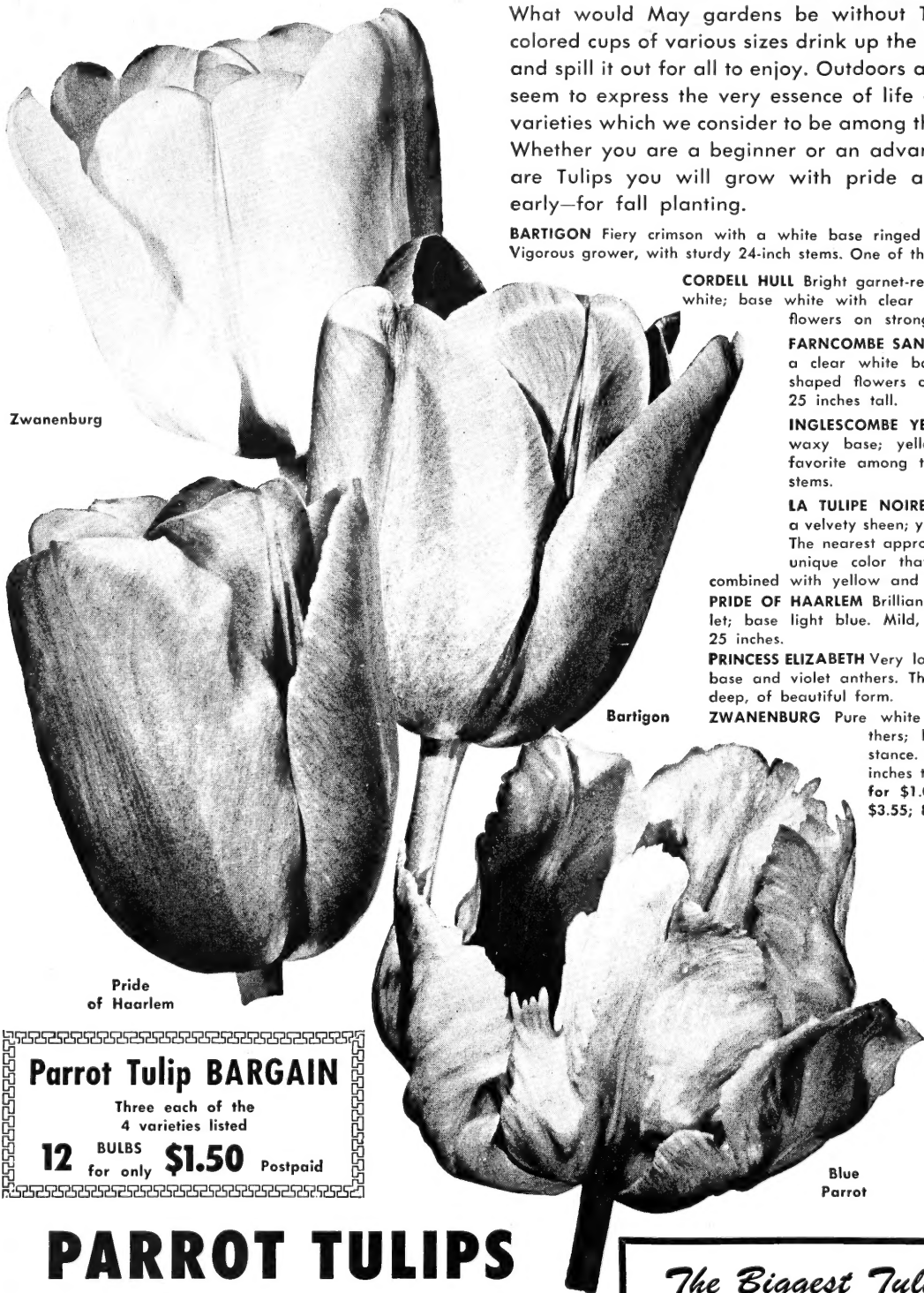
**INGLESCOMBE YELLOW** Clear yellow with waxy base; yellow anthers. A universal favorite among the yellow Tulips. 22-inch stems.

**LA TULIPE NOIRE** Rich maroon-black with a velvety sheen; yellowish black at the base. The nearest approach to a "Black Tulip"; a unique color that is very effective when combined with yellow and orange varieties.

**PRIDE OF HAARLEM** Brilliant deep rose, shaded scarlet; base light blue. Mild, sweet fragrance. Height 25 inches.

**PRINCESS ELIZABETH** Very lovely rose-pink with white base and violet anthers. The cup is large and quite deep, of beautiful form.

**ZWANENBURG** Pure white flowers with black anthers; large and of good substance. Strong, straight stems, 25 inches tall. Any of the above, 10 for \$1.00; 20 for \$1.85; 40 for \$3.55; 80 for \$6.75, postpaid.



**Parrot Tulip BARGAIN**

Three each of the 4 varieties listed

**12 BULBS \$1.50** Postpaid

**DARWIN TULIP BARGAIN**

3 each of the 8 varieties above

**24 BULBS \$2.00** Postpaid

## **PARROT TULIPS**

### **ENCHANTINGLY BEAUTIFUL**

Add a dash of spice to your Tulip planting with these exotic beauties! Their rich, vibrant colors will amaze you—their infinite variety of form will provide unending interest.

**BLUE PARROT** Rosy-lavender, though not a true blue, base is blue inside. Large flower with frilled petals.

**FANTASY** Magnificent salmon-rose color shot through with flames of light green on the outside. Very bright and gay.

**SUNSHINE** Pure golden yellow with deeply lacerated petals.

**THERESE** Brilliant rosy-red outside; inside orange-scarlet with white base.

Any of the above, 10 for \$1.35; 20 for \$2.45; 40 for \$4.75; 80 for \$8.90, postpaid.

## *The Biggest Tulip Of All*

### **RED EMPEROR**

Its color is dazzling! Its size is stupendous! Truly the greatest of all spring-flowering Tulips. When fully open the magnificent, fiery-scarlet flowers measure 9 inches across, revealing a brilliant black center bordered with yellow.

The flowers are of excellent substance, borne on erect sturdy stems, 15 to 18 inches tall. Blooms a week to 10 days earlier than other May-flowering Tulips. If you wish to achieve a really startling effect, plant a border of flashing Red Emperor.

3 for \$1.00; 6 for \$1.75, postpaid.



# GIANT DAFFODILS

## TRUMPET DAFFODILS

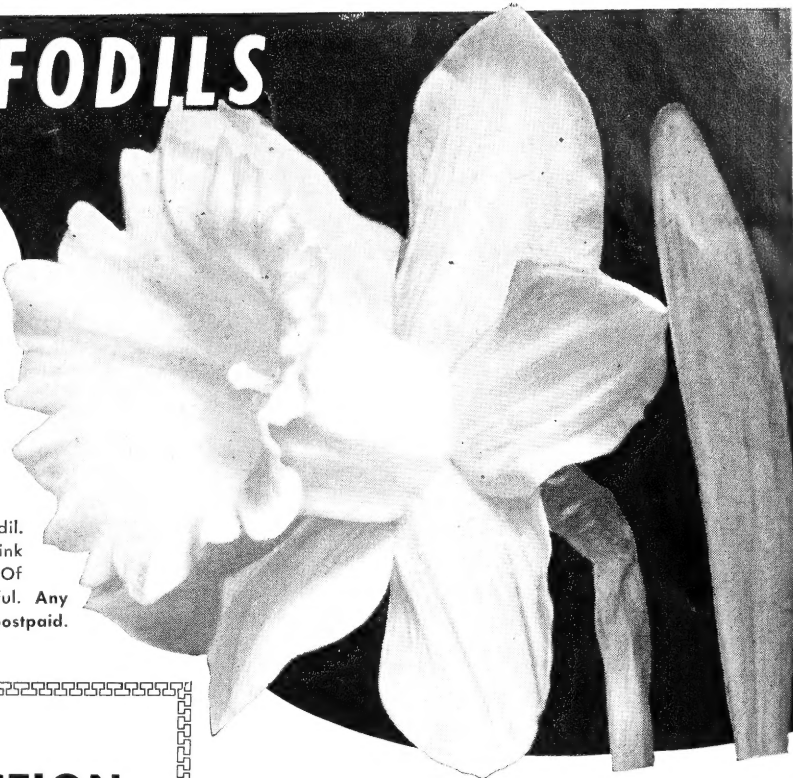
These gorgeous beauties are a real asset in any garden—enlivening the early spring landscape with their gay, sparkling colors! Easy to grow, they require little care and multiply with amazing rapidity.

**GOLDEN HARVEST** Pure clear yellow blooms of magnificent size and elegant form.

**INSURPASSABLE** Deep golden yellow trumpet of great size, evenly flanged at the mouth. Broad petals of heavy texture.

**MOUNT HOOD** Large, creamy-white trumpet heavily flanged at mouth; ivory white petals.

**MRS. R. O. BACKHOUSE** The famous "pink" Daffodil. Perianth of ivory-white, long trumpet of apricot-pink changing to shell pink at the deeply fringed edge. Of excellent substance, long lasting and very beautiful. Any of the above, 3 for \$1.00; 6 for \$1.75; 12 for \$3.15, postpaid.



## Show Garden

### DAFFODIL COLLECTION

We have contacted one of the largest growers of Daffodils in the United States to supply us with bulbs for this Collection, from his famous Show and Trial Gardens. Every year he plants the finest varieties of Daffodils known. He compares and tests all of the best (over 200 varieties) sent to him by his Holland associates. When they are harvested they go to make up our SHOW GARDEN COLLECTION. Be sure and try some this fall.

1 Collection of 10 Bulbs, postpaid, for only \$2.00

### KING ALFRED SPECIAL

Truly a "king" among Daffodils. Rich, lustrous golden yellow throughout. Of majestic size and proportion; perianth often measures 4 inches across, trumpet fully 2 inches. Remarkably beautiful, it has been a leading variety for many years. 4 for \$1.00; 8 for \$1.75; 16 for \$3.15, postpaid.

## HYACINTHS FOR OUTDOOR BEDDING

Another of the "first flowers of spring" so popular and well-loved for their exquisite colors, beauty of form and delightful fragrance. Plant them informally among other bulbs or flowers—along a walk or border—in beds of solid colors—use them for special patterns or designs. Wherever you grow them they will surely bring inspiring beauty to your garden.

Plant the bulbs in late September or October. Prepare the ground well by digging and adding some fertilizer. Set bulbs 5 to 6 inches deep and about the same distance apart. If the leaves are allowed to reach full growth without being cut back, the bulbs may be left undisturbed from year to year.

These are among the best varieties. Order early—for fall planting.

**BISMARCK** The outstanding blue for early forcing. Well-filled, large trusses of uniform light blue color throughout.

**CITY OF HAARLEM** A cream-yellow of excellent form; large, compact flower spikes.

**LA VICTOIRE** Bright red. Perfect wherever brilliant color is desirable.

**L'INNOCENCE** Pure white of satiny texture, with tiny yellow eye. Compact spikes with large bells. Does well everywhere.

**PINK PEARL** Rich deep pink; color is uniformly clear throughout.

**QUEEN OF THE BLUES** Bright pure blue. Strong grower; large, well-filled trusses.

Any of the above, 3 for \$1.00; 6 for \$1.75; 12 for \$3.15, postpaid.

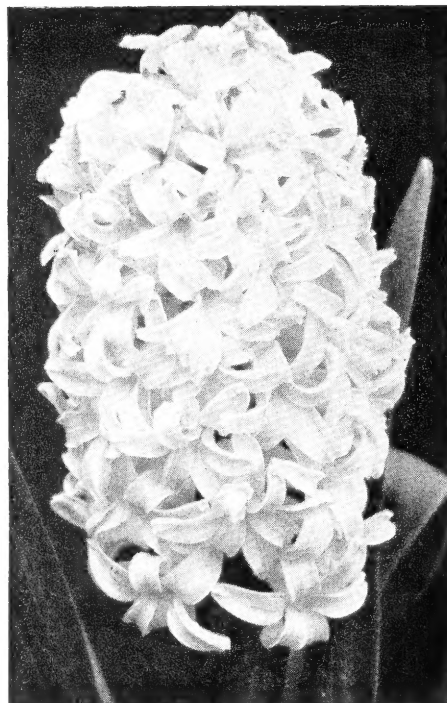


Dutch Crocus

## DUTCH CROCUS Spring's Earliest

Who has not thrilled at the sight of the first Crocus lifting its gay blooms above winter's last snows . . . heralding the approach of spring? No garden is quite complete without a planting of Crocus — a special corner, or a scattering of them over the lawn—wherever grown, their beauty and brilliant coloring are a delight to all.

Perfectly hardy and easy to grow, Crocus require little care and may be left in the ground undisturbed for years. They multiply with amazing rapidity. Separate colors: Blue Purple, Striped, White, Yellow. 10 for \$1.00; 20 for \$1.75; 40 for \$3.15, postpaid. [3]



Hyacinth

# HARDY LILIES

These stately plants have a place in every garden for their beautiful form and their magnificent bearing. The varieties we offer here are among the most satisfactory for the average garden. They combine well with other plants in the hardy border, and will grow and thrive for many years. Their interesting form and variety of colors and shades are a delight to all who view them. Lilies prefer a good, well-drained garden soil and a sunny location.

## LILIUM SPECIOSUM RUBRUM

A highly colorful and handsome Lily for the late summer garden. The crisp, waved petals are stiffly recurved, of deep pink flushed red and spotted with crimson; the golden brown anthers are large and delicately poised. Plant 9 inches deep, in early fall. 2 for \$1.25; postpaid.

## LILIUM CANDIDUM (Madonna Lily)

This is the well-known, well-loved Lily, universally grown for its exquisite snow-white, intensely fragrant flowers. The stately 3 to 4-foot stalks bear six or more flowers. Plant them in groups of 3 or more, in combination with delphiniums and roses for a truly remarkable effect. Easy to grow; plant 2 to 3 inches deep in well drained soil and sunny location. Plant this fall. 2 for \$1.00, postpaid.



Rubrum Lily

## LILIUM REGALE (Regal Lily)

One of the most widely grown of all Lilies because it has proved to be so hardy and adaptable to most situations. It is also considered to be one of the most beautiful of all Lilies, with its immense white trumpets richly shaded with rose-purple streaks on the outside, and sulphur yellow throat. Grows 4 to 5 feet tall; blooms in July. Set bulbs 8 inches deep in sunny location; plant this fall. 3 for \$1.15, postpaid.

## LILIUM TENUIFOLIUM

A charming little early flowering Lily, of graceful form and rich, deep scarlet color; petals of waxy texture are strongly recurved. Grows 1 to 2 feet tall and is ideally suited to rock garden culture; prefers a damp soil and cool partially shaded location. Plant 6 inches deep. Blooms in June. 3 for 75¢, postpaid.



Regal Lily

# JUNE - BLOOMING IRIS

We have selected varieties of Iris which we consider to be among the most outstanding, for perfection of form, exquisite coloring and healthy growth. We believe they will give you the greatest satisfaction.

Any variety, 40¢ each; 3 for \$1.10, postpaid.

**CALIFORNIA GOLD.** The finest deep yellow ever produced. Large blooms of clear, brilliant yellow and perfect form. No other yellow Iris has approached its superb qualities.

**CHEERIO.** Ruby-red falls and soft rose-red standards with yellow sheen. Its color stands out remarkably in the garden; no other red has equalled it! Tall, perfect in form and prolific bloomer.

**CLARA NOYES.** No Iris collection would be complete without this beauty. Standards are soft yellow flushed red; falls veined deeper red.

**HYPATIA.** The most intense blue; it has long been a favorite of all Iris lovers. The pure blue color is uniform throughout.

**NENE.** A spectacular Iris with its immense blooms, often measuring 9 inches long. The standards are delicate lilac and the falls a rich deep-rose. Flowers are perfect of form and heavy substance.

**PINK SATIN.** The largest, tallest and most exquisitely colored among the pink Iris; a rich satiny pink of unmatched beauty.

**ROYAL COACH.** Tall growing; well-formed blooms. Standards are chamois overlaid with pink; falls yellow dotted brown. A truly distinctive color; we recommend it highly.



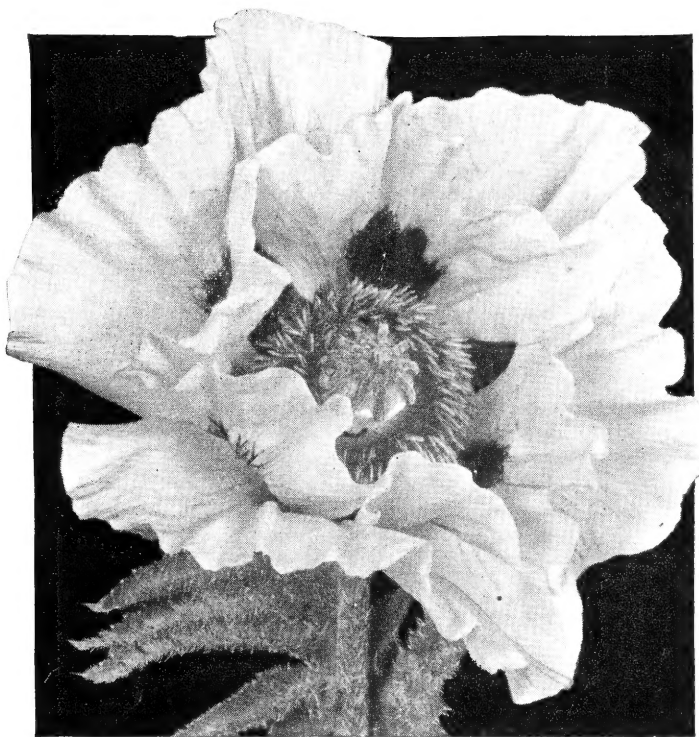
June-Blooming Iris

Hypatia

## IRIS COLLECTION

One each of the 7 Outstanding Iris Varieties listed above. An offer you cannot afford to miss. Order yours today.

Only  
**\$2.25**  
Postpaid



Oriental Poppy, Cheerio

# ORIENTAL POPPIES

"Glamor girls of the garden" are these huge, flamboyantly-colorful Oriental Poppies. Wherever you plant them, in masses or groups of 3 or 5, their splendor will dominate the whole scene. The extravagantly beautiful flowers, borne on 2 to 3½-foot stems, will make a very spectacular display of color during May and June. Plant them this fall, in well-drained good garden soil, in a sunny location.

**CHEERIO** Lovely pink petals with great splashes of dark red in the cup.

**HELEN ELIZABETH** Deeply crinkled petals of clear, unshaded salmon-pink without any splashes of other color. Beautiful planted with light blue Delphinium.

**RIDGEWOOD BEAUTY** Large, fluffy flowers of vivid pink with inky black stamens.

**SALMON GLOW** Gorgeous salmon-orange color. Exceptionally large, double flowers fully 8 inches across when open.

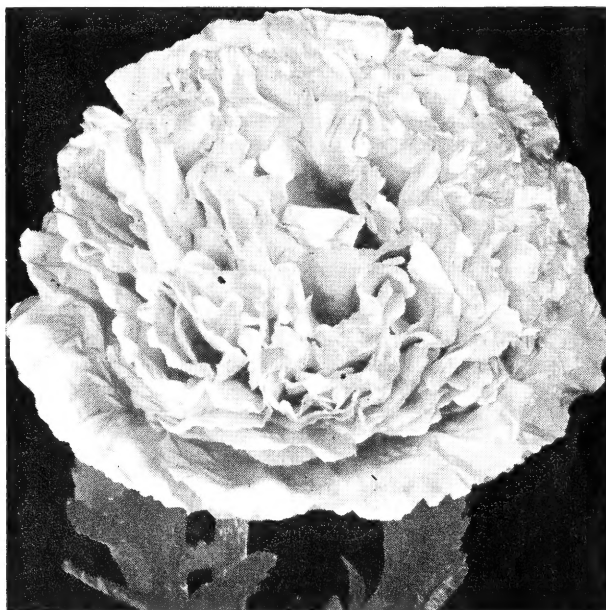
Any of the above 75¢ each; 3 for \$2.00, postpaid.

## ORIENTAL POPPY COLLECTION

- 1 CHEERIO
- 1 HELEN ELIZABETH
- 1 RIDGEWOOD BEAUTY
- 1 SALMON GLOW

For only

**\$2.65**  
Postpaid



Oriental Poppy, Salmon Glow



Astilbe, Peach Blossom

# ASTILBE

**FANAL** Brilliant rosy-crimson flowers and bronze foliage. The feathery flower spike, 12 inches long, is carried on 1½-foot plant. Makes a vivid splash of color in May and June. 3 for \$2.25; 6 for \$3.95, ppd.

**GLADSTONE** Long, feathery panicles of creamy-white. Similar in form and height to Fanal. 3 for \$1.95; 6 for \$3.65, postpaid.

**PEACH BLOSSOM** Delightful shade of peach-blossom pink. Panicles 8 to 10 inches long on 1½ to 2-foot plant. Very effective planted with Fanal and Gladstone. 3 for \$1.95; 6 for \$3.65, postpaid.

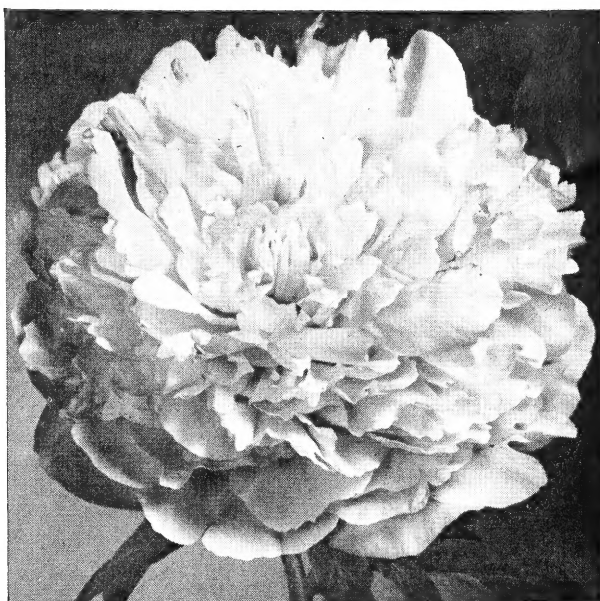
## ASTILBE COLLECTION

One each of the 3 Varieties

listed. Postpaid, for only.....

**\$2.00**





Sarah Bernhardt

# World's Highest Rated PEONIES

Big! Showy! Colorful! Fragrant! For generations, the Peony has been the outstanding garden favorite—and to this day remains one of the most popular of all flowers! Peonies are easy to grow, require little care; hardy and long-lived . . . one planting will give you years and years of garden beauty.

Peonies thrive in rich soil and a sunny location. They should be planted with eyes **not more than two inches** below surface of the soil. Properly planted, they may be left undisturbed for years. September and October are the best planting months.

From our stock of Peonies we have selected 12 of the best, high-rated varieties. We believe they are sure to please you.

**AVALANCHE** A choice, creamy-white Peony. The flower is large and compact, with a collar of creamy-white petals surrounding a center of delicately tinted lilac-white petals, occasionally edged carmine. Blooms late in the season. A splendid cut flower and show variety. Each \$1.25, ppd.

**EDULIS SUPERBA** An outstanding, deep pink, early flowering variety—sometimes in bloom by Decoration Day. The flowers are large, loose, crown type; borne on sturdy, erect stems. Its many excellent qualities rate it a place in every Peony garden. Each 90¢, postpaid.

**FELIX CROUSSE** Brilliant crimson-red of even tone and good silky luster; showing no stamens. Flowers are large, double type, consisting of a central bomb of incurved petals surrounded by broad guard petals. Blooms mid-season. Each \$1.00, postpaid.

**FESTIVA MAXIMA** Beautiful white with prominent crimson flecks on central petals. Early flowering, double type. Each \$1.00, postpaid.

**KARL ROSENFELD** Pure rich crimson, with a brilliance that is very striking. Compact, high-crowned type, large and delicately fragrant. Blooms early midseason. Each \$1.00, postpaid.

**KELWAY'S GLORIOUS** Double type; white with a creamy suffusion in central depth; buds slightly tinted pink. Blooms midseason. Considered one of the finest white Peonies. Each \$1.50, postpaid.

**MARY BRAND** Dark, clear crimson with a very brilliant sheen. Notably fragrant, for a red variety. Flowers are large, rose type. Blooms midseason. A consistent show winner. Each \$1.25, postpaid.

**MONS. JULES ELIE** Light rose-pink of the dull, opaque quality seen in pink chrysanthemums. Broad prominent guard petals enclose a center of incurved petals silvered with grayish-pink. Each \$1.00, postpaid.

**REINE HORTENSE** Rose-pink with crisp, fluffy petals of translucent texture, notched and silvered at the tips and occasionally flecked with crimson in the center. Double; mid-season. Each \$1.00, postpaid.

## 5 MIXED PEONIES

Our choice, in balanced colors postpaid, for only **\$2.25**

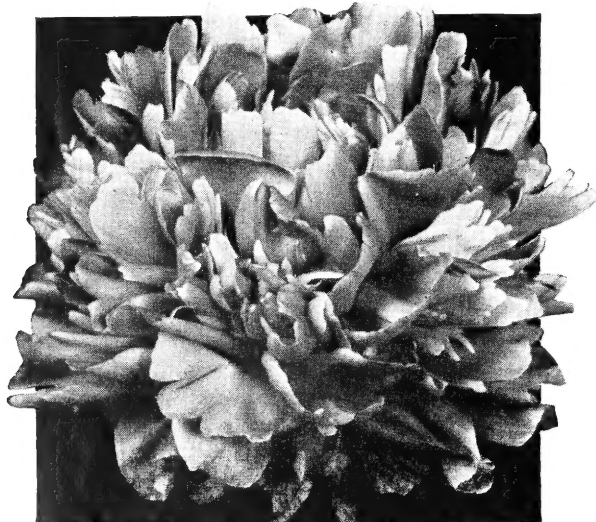


Walter Faxon

## SPECIAL PEONY BARGAIN

1 Karl Rosenfield  
1 Festiva Maxima  
1 Sarah Bernhardt

**3** Large Peonies *only* **\$2.25** Postpaid



Mary Brand

**SARAH BERNHARDT** Dark rose-pink, edged a trifle lighter with inconspicuous red edges on a few central petals, and an occasional golden-yellow anther in the collar. Pleasantly fragrant. Flowers are very large, double and compact. Blooms late. One of the most popular. Each \$1.00, postpaid.

**SOLANGE** Beautiful rose type with waxy white outer petals deepening to shades of orange and golden brown toward center. Flowers are very large, compact and well-formed. One of the loveliest of the late blooming variety. Each \$1.25, postpaid.

**WALTER FAXON** The most vivid of all pinks. The flowers are of medium size, full and beautifully formed, with a pleasing delicate fragrance. As a show flower we consider this variety outstanding, and truly the finest pink Peony of all. A welcome addition to any garden! Each \$1.25, postpaid.

## PEONY COLLECTION

One each of the 12 Outstanding, High Rated Peonies listed on this page, **\$10.50** postpaid, for only . . . . .

Order Early for Fall Planting

# NEWEST VARIETIES HARDY PHLOX

**SIR JOHN FALSTAFF.** It can truly be said that here is a Phlox of incomparable beauty; one that is destined to lead the field. Of a rich, luminous salmon-pink color that is remarkably lovely; unusually large individual florets compose flower trusses of truly majestic size. Each 75¢; 3 for \$2.00, postpaid.

**BRIGADIER.** A splendid new light red that will provide perfect balance to any planting. Extremely large flower trusses.

**PURPLE HEART.** A beautiful glowing purple, enlivened by a deeper center and cream colored anthers. It has drawn praise throughout the country. Large flowering.

**RUTH MAY.** A charming new Phlox. The color is silver-pink with contrasting red eye. Of medium height; dense flower heads.

Each 75¢; 3 of one variety \$2.00 postpaid.

## NEW PHLOX COLLECTION

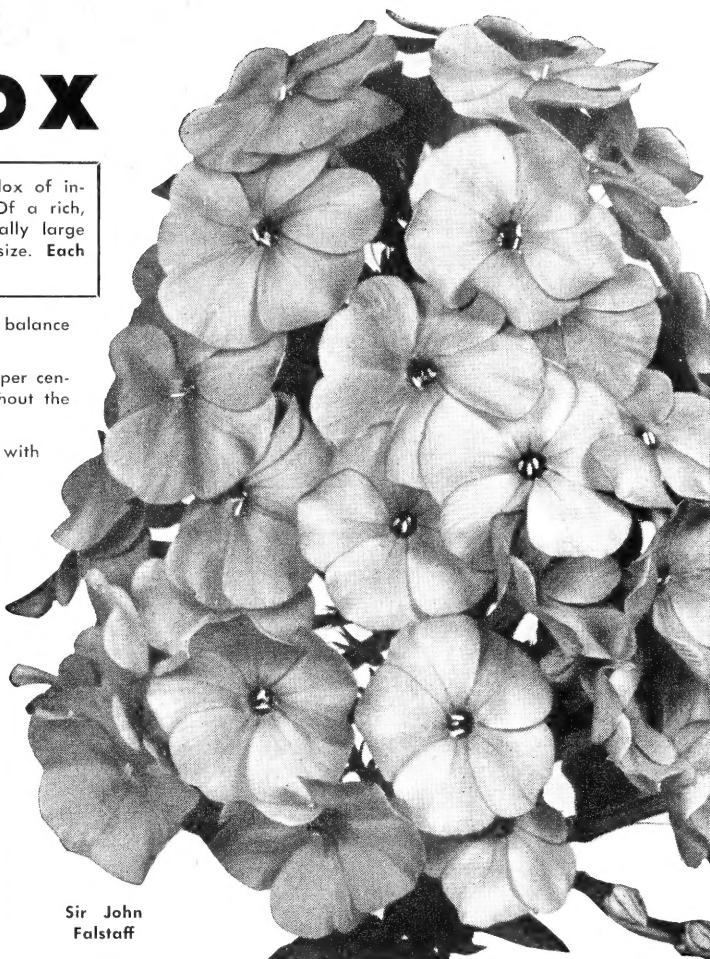
- 1 SIR JOHN FALSTAFF
- 1 RUTH MAY
- 1 BRIGADIER
- 1 PURPLE HEART

4 Outstanding  
New PHLOX  
**\$2.75**  
Postpaid

## PHLOX SPECIAL

6 PHLOX, UNLABELED  
OUR SELECTION **\$2.00**  
Postpaid

Varieties that are sure to please!



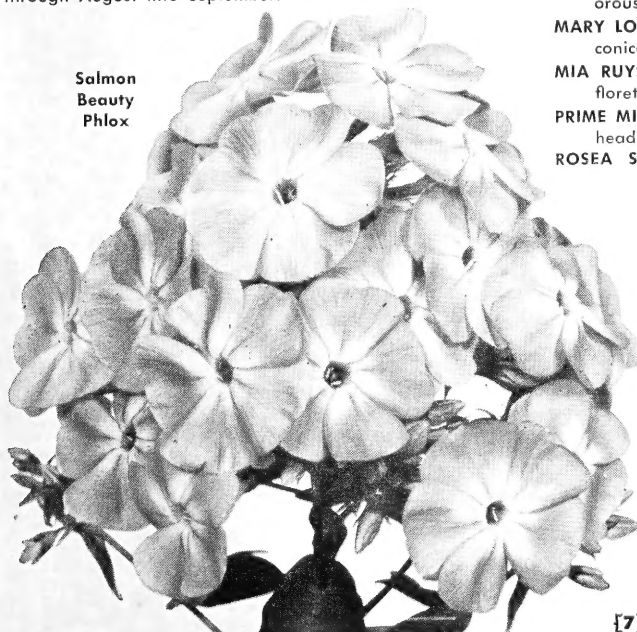
Sir John  
Falstaff

# HARDY FIELD GROWN PHLOX

No flower will lend more color and beauty to your garden than a mass planting of Hardy Phlox. They thrive under average conditions, bloom freely over a long period of time and are equally satisfactory when used in beds and borders.

We are growers of Phlox and have an unusually fine assortment of field-grown plants. These are 1-year plants, the best size for transplanting. All are well rooted and have bloomed in our fields, so we know they are all true to name. Phlox will start blooming early in July and continue through August into September.

Salmon  
Beauty  
Phlox



Any Variety listed below, 40¢ each; 3 of one variety \$1.10, postpaid

**BORDER QUEEN.** Produces massive flower heads composed of unusually large individual florets. The color is a deep watermelon pink. Makes a fine display in mass planting.

**COUNT ZEPPLIN.** Glistening, pure white florets with vivid red eye. Nonfading and long lasting. A splendid contrast with Border Queen.

**DAILY SKETCH.** Extra large florets of delicate pink with carmine eye. Unusually large trusses. Tall, rugged grower.

**LEO SCHLAGETER.** Considered the flashiest and brightest of all red Phlox. The brilliant scarlet color is further heightened by a decided orange cast. A vigorous grower, with full, dense heads.

**MARY LOUISE.** A perfectly beautiful, pure white Phlox. Truly outstanding. Large, conical heads. Blooms throughout the summer.

**MIA RUYS.** A low growing variety, notable for its large trusses of pure white florets, and free flowering habit.

**PRIME MINISTER.** Clear, snow-white with contrasting bright red eye. Large, dense heads.

**ROSEA SUPERBA.** Magnificent flower heads of glowing, rosy-pink. Considered truly outstanding.

**SALMON BEAUTY.** A most pleasing shade of salmon-pink with large white eye. Extremely large and well-formed florets.

**SALMON GLOW.** Teamed with Daily Sketch, this variety has swept to a high place in the Phlox world. Its robust growth and blooms of deep salmon recommend it to all.

**SAN ANTONIO.** The color is a vivid, flaming carmine, shaded plum. Outshines all others for brilliancy of color. One of the best new, tall-growing Phlox.

**THOR.** Deep salmon-pink with a distinctive scarlet overtone. Large, well-shaped trusses on strong stems.

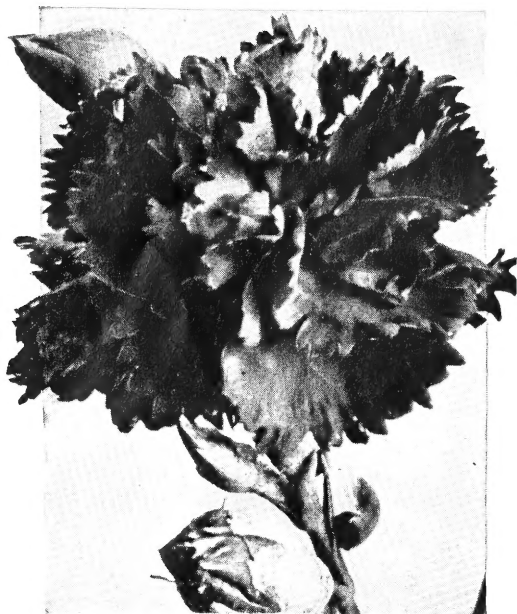
## PHLOX COLLECTION

One each of the 15 varieties of Phlox  
listed on this page, plus 1 Sir John  
Falstaff, for only **\$5.45**  
postpaid



# HARDY PERENNIALS

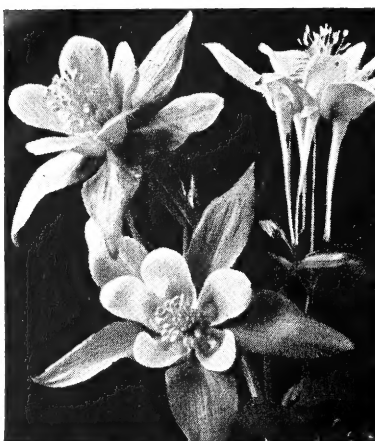
WILL BEAUTIFY YOUR GARDEN



## CARNATIONS

3 for 65¢; 6 for \$1.10; 12 for \$1.90,  
postpaid

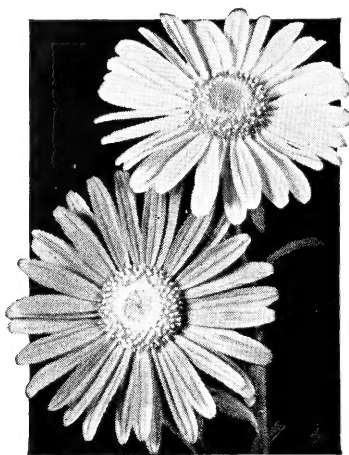
These lovely hardy Carnations will be the pride of your perennial garden . . . for bright spots of color, delightful spicy fragrance and charming bouquets, they are unequalled. They bloom practically all summer long, are easy to grow and require very little care. Your choice of colors: RED, WHITE, PINK, GOLDEN SUN, MIXED.



## AQUILEGIA

3 for 75¢; 6 for \$1.30;  
12 for \$2.25, postpaid

MRS. SCOTT ELLIOTT'S HYBRIDS—The finest color mixture grown; all shades of lavender, purple, red, white, yellow, blue and pink. Magnificently large flowers, extra-long spurs. CRIMSON STAR — One of the most striking Aquilegias, with its large blooms of bright crimson outside, white inside.

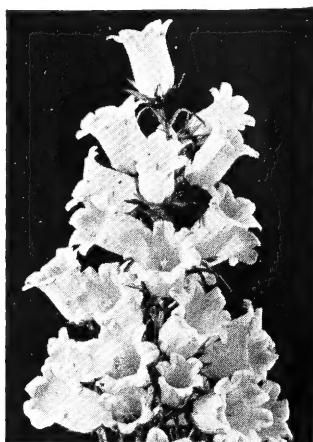
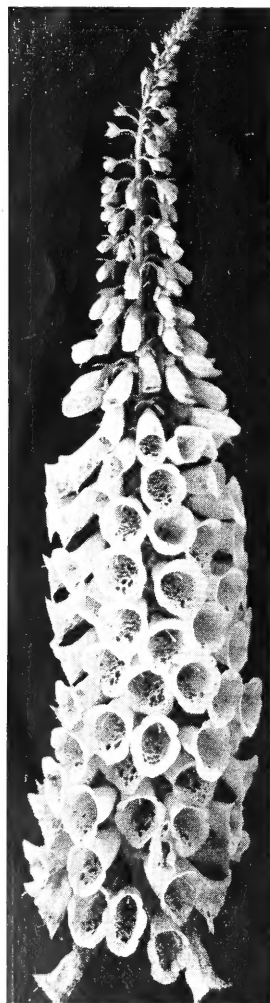


## PYRETHRUM

3 for 75¢; 6 for \$1.30  
12 for \$2.25, postpaid

ROBINSON'S CRIMSON — Considered the best of all reds, ranging from red to deepest crimson.

ROBINSON'S MIXED — Finest strain of painted daisies in a wide range of mixed colors. Very superior.



## CAMPANULA

3 for 65¢; 6 for \$1.10;  
12 for \$1.90, postpaid

PRIZE MIXTURE—Includes a wide range of colors. This old favorite "Canterbury Bells" makes a showy display in mixed borders during June and July, with its profusion of charming bell-shaped flowers, the edges of which are softly rolled and fluted.

## FOXGLOVES

(Digitalis)

3 for 65¢; 6 for \$1.10;  
12 for \$1.90, postpaid

SHIRLEY HYBRIDS—This elegant strain of an old-fashioned flower covers a variety of fairylike colors, such as rich purple, blue spotted yellow and near white. Plants attain a height of 4 feet and make superb color accents for tall backgrounds. Tall, sturdy stalks carry a profusion of bloom in May and June.



## HARDY ASTERS

75¢ each; 3 for \$2.00, postpaid

RED SUNSET—Produces an abundance of rich ruby-crimson flowers.

Considered the reddest of all Hardy Asters.

EVENTIDE—Truest deep blue Aster. Blooms profusely.

JANET McMULLEN—Delicate clear, light blue.

THE DEAN—Deep, campanula-violet. Very prolific.

PROSPERITY—Large flowers of deep rosy-pink are produced in great profusion from early September through October.

WHITE LADY—Loveliest glistening-white Aster!

## GAILLARDIA

3 for 65¢; 6 for \$1.10  
12 for \$1.90, ppd.

PORTOLA HYBRIDS — This improved strain of Gaillardia is noted for its extremely large flowers and wide range of deep colors, varying from reddish brown to deep gold. The 2-foot tall plants bear quantities of flowers over a long blooming season. You will want to include this fine plant in your perennial border, for its rich color and easy growth.



[8]

Gaillardia

# Bloom Year After Year

FROM SPRING THROUGH FALL



## VIOLAS

3 for 65¢; 6 for \$1.10;  
12 for \$1.90, postpaid

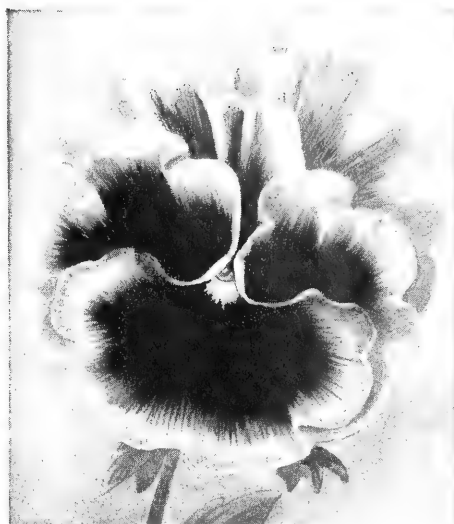
**JERSEY GEM**—Rich, shimmering violet-blue color. Blooms from April until snow falls. Its exquisite fragrance, free-flowering habit and hardiness make this one of the finest of violas. **WALLER FRANKLIN MIXED**—Mixture of gay blues and yellows. Free-flowering.



## SHASTA DAISY

3 for 75¢; 6 for \$1.30;  
12 for \$2.25, postpaid

**DEINER'S GIANT**—Large, glistening white, single blooms with high tufted golden centers. Makes a very fine display in mass plantings; the tall, sturdy stems make them equally desirable as a cut flower. Blooms freely. Easy to grow.



## GIANT PANSIES

6 for 90¢; 12 for \$1.50;  
24 for \$2.50, postpaid

**SWISS GIANTS**—These are the giant flowering variety which have gained renown throughout America as well as in Europe. The blooms are of exceptional size and almost unbelievable beauty. In a mixture of colors that present a veritable rainbow of color for gay borders and bedding.

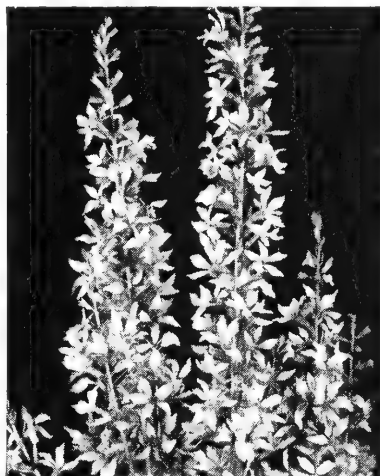


## HARDY GLOXINIA

(Incarvillea)

3 for 65¢; 6 for \$1.10;  
12 for \$1.90, postpaid

Here is a choice plant for the sunny border, with its showy, trumpet-shaped flowers and handsome, coarsely-toothed foliage. The plants are easy to grow and will thrive almost everywhere. The beautiful red flowers are borne on sturdy, 18 inch stems. If you want a really outstanding effect, try a planting of Hardy Gloxinia in combination with white Phlox.



## LYTHRUM

3 for 75¢ 6 for \$1.30;  
12 for \$2.25, postpaid

These attractive plants do well most anywhere in the garden; in full sun and light soil, or in moist, shady areas. The magnificent 3-foot spikes are thickly clustered with tiny, rosy-red florets. You will find this stately plant very effective for background in the border, and equally useful as a cut flower for unusual bouquets.



## HIBISCUS

3 for 65¢; 6 for \$1.10;  
12 for \$1.90, postpaid

**AVALON MIXED**—Immense, showy flowers in a wide range of shades, varying from blush through all the lovely pinks to rose and vivid reds. Erect, 4-foot canes bear large, bell-shaped flowers which often measure 7 to 8 inches across. Foliage is large and very ornamental. Blooms in August. Easy to grow and very hardy.



## ← HEMEROCALLIS—Daylily

Valuable for their large, showy flowers and variety of bright colors; for use in borders, shady areas and cutflower garden. A planting of these Daylilies will add distinction to any garden.

**MIKADO**—Rich orange with a large spot of mahogany-red in each petal for striking color contrast. Each 50¢

**SERENADE**—Delicate pastel shades of yellow and pink; petals twisted and crinkled. Each 50¢

**MARGARET PERRY**—Orange-red with yellow throat and midlines. Each 50¢ [9]

**RAJAH**—Large and gaily colored with conspicuous eye-zone. Throat pale orange with greenish tinge; blades red marked with darker colored veins, with eye-zone of garnet-brown. Each 75¢

**HYPERION**—The finest citron-yellow available. Delightfully fragrant. Blooms in July-August. Each \$1.00

### Daylily Bargain

One each of the  
5 varieties above **\$3.00**

# New Astolat series

## Pacific Hybrid PINK DELPHINIUM

You will be thrilled, as we were, with this utterly new and different series of Delphinium. Imagine! . . . colors ranging from palest pink through all shades of lilac pink to deep raspberry rose—with large black or fawn-colored bees to provide enchanting contrast.

You will want to be first among your friends and neighbors to have this exciting new "Pink Series". Order today while the supply lasts. (We cannot guarantee specific colors.) 2 for \$1.85; 6 for \$5.00, postpaid.

### Other Varieties of Pacific Hybrid Delphinium

This Pacific Hybrid strain of Delphinium is almost beyond description. Stately flower stalks 3 to 5 feet tall are profusely bloom-laden; individual flowers are 2 to 3 inches across, many are double, semi-double, some single. The plants are resistant to mildew and stems are wiry and strong enough to resist high winds. These are all strong, well-rooted plants that will bloom in your garden during June and July.

**BLACK KNIGHT** Large flowers of darkest royal violet shades; a remarkably rich color.

**BLUE BIRD** Superbly tall spikes set with clear medium-blue flowers with white bee.

**BLUE JAY** Intense shades from medium to dark blue, all with darker bee.

**CAMELIARD** Clear soft lavender with white bee. Very large, round florets of perfect form.

**GALAHAD** Glistening pure white flowers of enormous size; individual florets measure 3 inches across!

**GUINEVERE** Light pink-lavender self with white bee. Excellent branching habits; beautiful large blooms.

**KING ARTHUR** Rich, deep royal violet with large white bee. Long, graceful spikes; very large florets.

**PERCIVAL** An outstanding new variety; clear white with brown bee.

**SUMMER SKIES** As beautiful as the name indicates; clearest light blue with white bee.

**ROUND TABLE** A superb mixture, comprising all available shades. For sheer beauty, vigor and quality, they are unequalled.

Each .....	\$ .40
3 of one kind .....	1.10
6 of one kind .....	1.85
12 of one kind .....	3.00

[10]

#### SPECIAL OFFER

**10** Delphinium, 1 each of the 10 varieties listed above, only.... **\$2.50** Postpaid

**30** Delphinium, 3 each of the 10 varieties listed above, only.... **\$7.00** Postpaid

Send your order now. Plant this fall—for a glorious display of color next summer.

### We Are The Worlds Largest Growers of Delphinium Seedlings

#### SPECIAL GET ACQUAINTED OFFER

**4** ROUND TABLE DELPHINIUM **\$1.25** Postpaid  
A Superb Mixture .....

# GORGEOUSLY COLORED HYBRID DELPHINIUM

*Recent Introductions With Rare New Colors*

Recent introductions in the field of Hybrids have added rare new colors and variations never thought possible in Delphiniums. Individual florets are now double and semi-double, as well as single. Spikes are unbelievably large. No delphinium planting is complete without some of these Hybrids for a gorgeous display next summer.

## BLACKMORE and LANGDON HYBRIDS

Superb color range which includes shadings from pale blue through delicate lavender and rose variations. Very strong grower with sturdy, erect stems 4 to 5 feet tall. Flowers are very large; the greater percentage of them double. Unsurpassed for the garden and cutting. Each 30¢; 3 for 80¢; 6 for \$1.50; 12 for \$2.25, postpaid.

## WREXHAM STRAIN—Hollyhock Flowered

Extremely long, spire-like spikes, thickly studded with individual florets of large size. Color variations include all shades from deepest blues and purples to the delicate pastels in rose, orchid and pale blue. A wonderful grower and producer with very strong stems. Grows 5 feet tall. Blooms in June. Each 30¢; 3 for 80¢; 6 for \$1.50; 12 for \$2.25, postpaid.

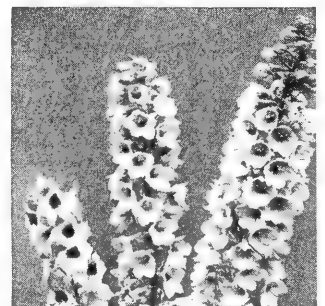
## DELPHINIUM OFFER

One each of all the varieties  
of Delphinium listed on this  
page, for only .....

**\$1.65**  
Postpaid



Belladonna, Improved Cliveden Beauty



[11] Ballamosum Sapphire

## Hardy DELPHINIUM

**BELLADONNA, IMPROVED CLIVEDEN BEAUTY.** Enchanting soft light blue in color. A strong grower and heavy bloomer. Superior to the old types of Belladonna; better stems and color. Height 3 ft. Each 30¢; 3 for 80¢; 6 for \$1.50; 12 for \$2.25, ppd.

**BELLAMOSUM.** Has rich deep blue color. Identical in habit of growth as Belladonna. Each 30¢; 3 for 80¢; 6 for \$1.50; 12 for \$2.25, postpaid.

**BELLAMOSUM SAPPHIRE.** New improved strain, similar in growth to Belladonna. Color is a rich sapphire-blue. Individual florets are very large and thickly clustered on tall spikes. Each 30¢; 3 for 80¢; 6 for \$1.50; 12 for \$2.25, postpaid.

**LAMARTINE.** Well-formed spikes of deepest blue flowers, each with a distinct white eye. The real Gentian-blue color is rare in flowers. Here is one of the out-

standing cutting varieties. Each 30¢; 3 for 80¢; 6 for \$1.50; 12 for \$2.25, postpaid.

**CHINESE.** Graceful habit of growth and finely cut foliage makes this variety most desirable for garden and display. Flower spikes are loosely arranged and are a lovely, clear light-blue color. Excellent for bouquets. Each 30¢; 3 for 80¢; 6 for \$1.50; 12 for \$2.25, postpaid.



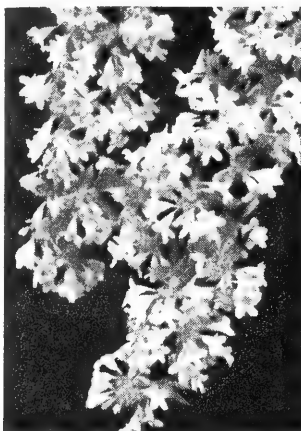


### SPIREA

**75¢ each; 2 for \$1.35, postpaid.**

(Bridal Wreath). Long garlands of small white flowers, making a graceful appearance in May and June. Very easy to grow in any soil. Foliage remains attractive all season. Splendid shrub for hedge and foundation planting.

# FLOWERING SHRUBS



### BEAUTY BUSH

**\$1.00 each; 2 for \$1.75, ppd.**

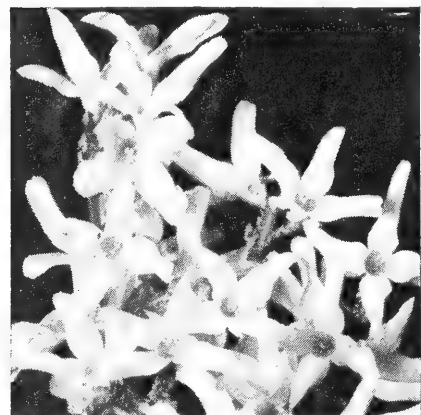
(Kolkwitzia). A vase-shaped shrub bearing small pink flowers all along the gracefully arching branches in May and June. Hardy, healthy and vigorous. Tall, upright growth. Makes a splendid ornamental and hedge plant.



### DEUTZIA

**\$1.00 each; 2 for \$1.75, ppd.**

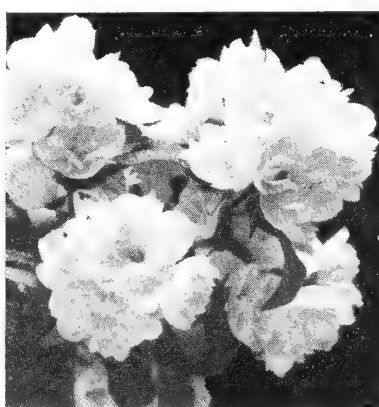
(Pride of Rochester). A large shrub bearing huge clusters of pale pink flowers. Grows to a height of 8 feet and is valuable for foundation planting, hedges and background of perennial border. Produces a profusion of blooms in late spring.



### FORSYTHIA

**\$1.00 each; 2 for \$1.75, ppd.**

One of the earliest of spring-blooming shrubs. Lovely golden-yellow, bell-shaped flowers cover the branches before the leaves appear. Grows to a height of 8 feet; thrives everywhere. Fine for specimen planting, and the shrub border.



### MOCK-ORANGE

**\$1.00 each; 2 for \$1.75 ppd.**

(Philadelphus). An old favorite, it continues to be one of the most popular of flowering shrubs. Bears quantities of dainty white flowers in late spring; their sweet fragrance scenting the whole garden. Very hardy.

SPECIAL OFFER	
1 SPIREA	<b>\$3.50</b> Postpaid
1 BEAUTY BUSH	
1 DEUTZIA	
1 FORSYTHIA	
1 MOCK-ORANGE	



### RED MAPLE CRIMSON KING

**\$4.99 each; 2 for \$9.78, ppd.**

A very decorative form of Norway Maple. All summer long the leaves are a rich coppery-red, about the color of a copper beech, while the young foliage and branches present a pleasant contrasting lighter color. A very hardy, rapid-growing tree. Wherever this superb tree is planted, it will provide a striking color contrast whether among other trees and shrubs or as a single lawn specimen.



Magnolia

### SAUCER MAGNOLIA

**\$2.85 each; 2 for \$5.55;  
4 for \$10.25, postpaid**

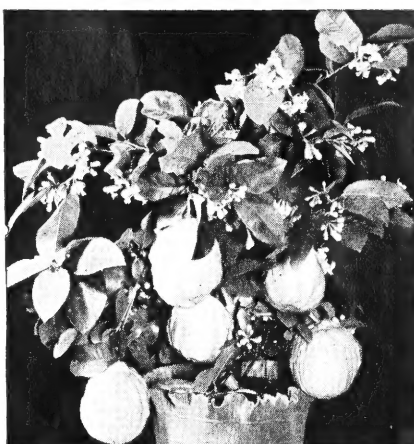
(Magnolia Soulangeana). Here is one of the showiest of all ornamental trees, with its gorgeous 14-inch flowers which open in early spring just before the leaves appear. The flowers are cup-shaped, white inside and purplish-pink outside; slightly fragrant. The tree grows to a height of 20 feet or more and is unequalled for specimen planting, or for color accent in the shrub border. The large, glossy green foliage remains attractive all season. Easy to grow and hardy.





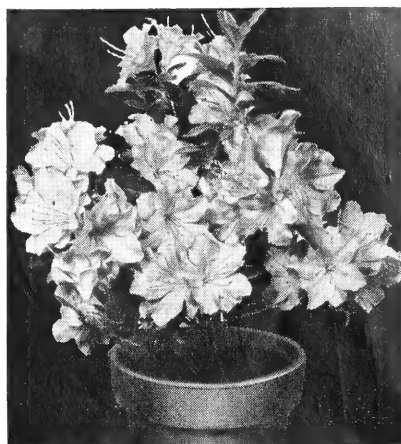
### ROSE GARDENIA

(Gardenia Veitchii). Now you can grow this glamorous plant in your own home. The fragrant, waxy-white flowers and rich, glaucous green foliage will add charm to any interior. Each \$1.00.



### DWARF LEMON

Novel, easy-to-grow plant that you will enjoy the year around. Unique, waxy-white flowers cover the plant several times a year, followed by fruits of excellent quality. Each \$1.00.



### AZALEA, Pink Pearl

Bears a profusion of beautiful, apple-blossom pink flowers. Artistic, green foliage further enhances the beauty of this unusual plant. Easy to grow under ordinary home conditions. Each \$1.00.

### CHRISTMAS CACTUS

Most popular of all flowering Cactus. Will bear a profusion of colorful, showy flowers year after year. Does well in any indoor location but must have a sunny window to bloom. Each 60¢.

### STAPELIA

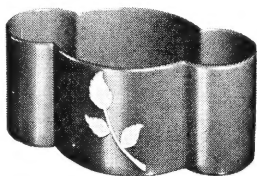
(Starfish) Branching, succulent plant from Africa, resembling a Cactus. Produces star-shaped flowers, spotted yellow and brown. Very attractive and a great curiosity. Each 60¢.

### AZALEA, Hexe

The finest red Kurume Azalea. Plants make a dwarf compact growth producing an abundance of beautiful bright red flowers. This Azalea will provide a spectacular display of color for a long period of time. Each \$1.00.

### CACTUS GARDEN

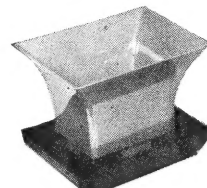
An assortment of easy-to-grow Cactus plants, including Tiger Jaws, Peanut, Golden Column, Golden Lace and Powder Puff. Will thrive in almost any soil; require little care. 5 for \$1.00.



507-7



301-302



101

### WINDOW GARDEN STANDS



Your house plants will take on new elegance with these beautifully designed plant tables. Built of sturdy steel rods, to last a lifetime. Finished smooth in either white enamel or black wrought iron finish. Balanced to prevent tipping. Shelves have a guard rail at front and back to keep plants secure. Convenient side handles for easy portability. Easy to assemble; no tools, bolts or screws are needed.

#### 3-SHELF

Shelves are offset to provide headroom for tall plants; 6 sq. ft. of shelf. Overall size 20x24x26". No. 753A—White enamel. No. 753B—Black wrought iron finish. \$8.25 each; 2 for \$16.00, plus 50¢ each, for handling and postage.

#### 2-SHELF

Standard shelf on top; African violet tray below. Size 30x10x23". No. 752A—White enamel. No. 752B—Black wrought iron finish. \$4.25 each; 2 for \$8.00, plus 40¢ each, for handling and postage.

#### 1-SHELF

Size 21x21x10" deep. No. 751A—White enamel. No. 751B—Black wrought iron finish. \$2.95 each; 2 for \$5.50, plus 35¢ each, for handling and postage.

Be sure to state your choice of finish.

### FLOWER PLANTERS

- No. 507-7 Planter with perforated removable drainage tray. Each with white embossed flower on side. Colors: Red, yellow, chartreuse, coral, forest green and gray. Size 7 1/2" long by 4" wide by 3" deep. Each 39¢, postpaid.
- No. 101 Square design. Complete with fiber glass wick and detachable black water well base. Colors: Gray, green, turquoise, coral, red, yellow and chartreuse. Size 4 1/2" x 4 1/2" x 3 1/2" high. Each 35¢, postpaid.
- No. 401 "Aqua-Matic" planter with perforated bottom which rests on black base. Fiber glass wick feeds water to soil by capillary action. Colors: Red, yellow, chartreuse, coral, forest green and gray. Size 3 3/4" x 3 1/2". Each 20¢, postpaid.
- No. 402 Same as above. Size 4 3/4" x 4 1/2". Each 33¢, postpaid.
- No. 301 "Wick-Fed" Planter. Fiber glass wick for capillary action distribution of water. Attached tray forms water reservoir. Colors: Red, yellow, chartreuse, coral, forest green and gray. Size 4 1/2" x 3 7/8". Each 35¢, postpaid.
- No. 302 Same as above. Size 5 1/2" x 3 7/8". Each 39¢, postpaid.



401-402

### SPECIAL OFFER

Have you always wanted a beautiful window garden? Then you'll want to take advantage of this very special offer.

- 1 No. 752 Two-Shelf Plant Stand
- 1 No. 507-7 Planter
- 2 No. 101 Planters

Your choice of Group "A" or "B"  
House Plants listed below.

For only  
**\$6.95**  
Postpaid  
(\$.85 Value!)

### POPULAR HOUSE PLANTS

Each 50¢; any 3 for \$1.25, postpaid

#### GROUP A

- AFRICAN EVERGREEN (Nephtytis) Elephant ear shaped leaves on long stems. Sometimes vines. Fine for planter or dish garden.
- GRAPE IVY Grape leaf. Bright glossy, reddish-brown foliage making many branches if cut back.
- PHILODENDRON Thin, green heart-shaped leaves. Vines up or down as desired. For planters and dish gardens.
- SANSEVIERIA Thin, variegated spike shaped leaves. Tall growing.
- NEPHTHYTIS, GREEN AND GOLD VARIEGATED Upright plant with slender pointed leaves on long stems.

#### GROUP B

- BABY LEAF IVY Small, pointed leaves on thin stems, similar to common ivy. Suitable for dish gardens.
- BOXWOOD Bushy plant, small oval leaves. Requires moderate amount of water.
- NEANTHE BELLA PALM A rosette type tropical Palm. Dark green foliage. Excellent for use in dark areas.
- PEPEROMIA Thick, glossy green oval shaped leaves. Grows bushy when cut back.
- VARIEGATED PHILODENDRON Variegated green and yellow pear shaped leaves. Requires moderate amount of water.

# Bargains for

## 10% DISCOUNT Fall Orders

**10% Discount Off List Price If You Place Your Strawberry Order by December 1, 1953 And Send Cash With Order. Plants Will Be Shipped At Proper Planting Time Next Year.**

### ✓ PREMIER

The leader of them all! Premier has so many good qualities it just could not help being a winner on every market. First, it is early, and that means big profits for the commercial grower. For the home gardener, it means extra satisfaction for the whole family. The berries are extra large, with beautiful red color clear through; solid enough to ship well and tops for preserving. The flavor is especially delicious. The plants are sturdy, frost-resistant and heavy bearers. Here is a berry that is always in demand.

#### Prices Postpaid

25 for \$1.45	250 for \$ 6.80
50 for \$2.25	500 for \$11.00
100 for \$3.60	1000 for \$19.85

Streamliner

#### COMMERCIAL GROWERS:

For quantities larger than 4000, write for special price list.

**ORDER EARLY**—We cannot promise not to run short before the season is over!

### STREAMLINER

The outstanding Everbearer. Produces big, profitable crops in six months or less. Large, attractive berries are borne in spring as well as fall; by September it fruits so heavily that it is sure to be a big profit-maker. The berries are large, well shaped and well colored to the center, with no green tips and never hollow. Excellent variety for freezing. Plants are very hardy and prolific, producing an abundance of runners. Does well on either clay or sandy loam. 25 for \$2.10; 50 for \$3.15; 100 for \$5.25; 500 for \$19.90, postpaid.

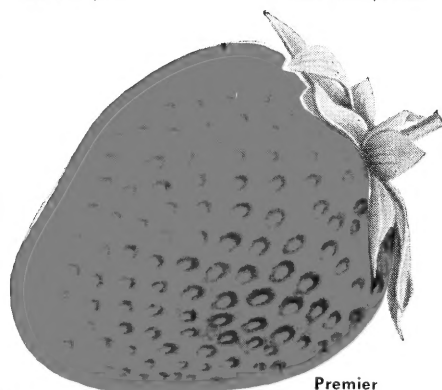
### RED RICH

(10% discount does not apply to Red Rich)

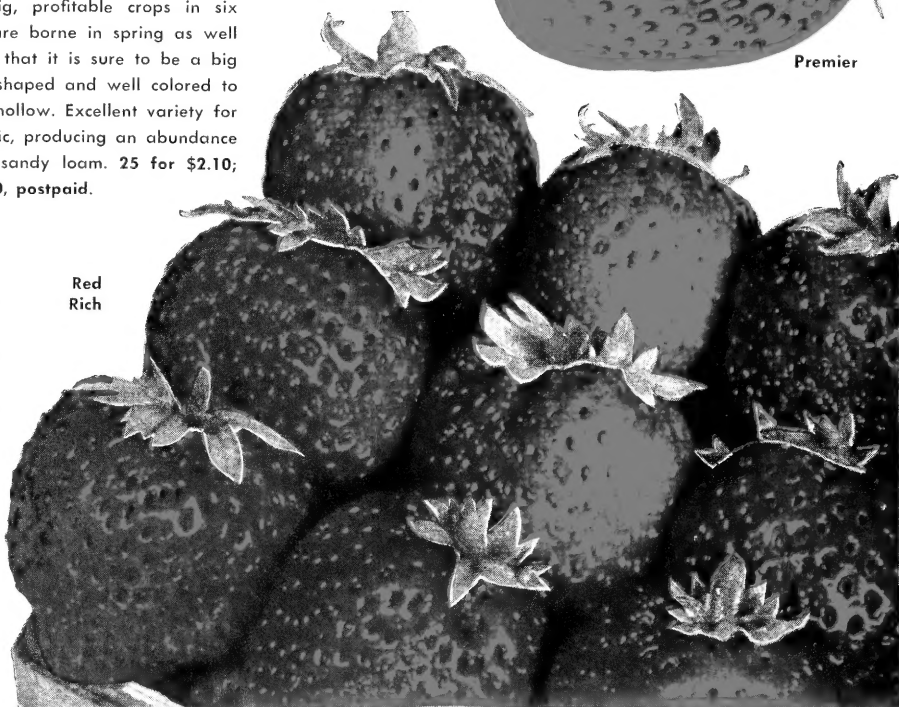
Pat. 993. Redder, sweeter, hardier, healthier and more productive than any other everbearing Strawberry! Red Rich has been a sensational success—acclaimed the greatest development in fifty years. It was produced after fifteen years of cross-breeding with Fairfax and Wayzata—one famous for flavor, the other for everbearing qualities.

A perfect berry for freezing—it thaws without loss of firmness, flavor or natural sugars. Keeps and ships well too. Berries are big, luscious and rich red clear through. Plant this new everbearer and you will have a real treat. 25 for \$5.25; 50 for \$8.50, postpaid. [14]

Red Rich



Premier



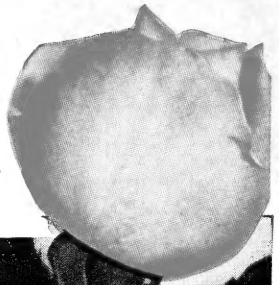


# 1953 and 1954 ALL-AMERICA ROSE WINNERS

## 1954 All-America Winner **LILIBET** Floribunda Rose

**Patent Pending.** A winsome little miss that is sure to capture the hearts of rose lovers everywhere! Exquisite buds and open flowers in a charming shade of porcelain-rose; borne in great clusters throughout the long blooming season. Flowers have a delightful, spicy fragrance. Foliage is healthy, glossy green.

Lilibet is the only Floribunda to win an All-America award this year and we take great pleasure in offering it to you. We know you'll want to be first in your neighborhood to have this lovely new introduction in your rose garden. **\$2.50 each; 3 for \$6.60; 12 for \$26.40, postpaid.**



Lilibet

## 1954 All-America Winner

### **MOJAVE**

#### Hybrid Tea Rose

**Pat. 1176.** A superb new Hybrid Tea Rose in a whole new color range—glowing apricot-orange tinted scarlet. A long slender bud and fragrant double flower. The tall, upright plant blooms freely from early spring to late fall. Here is the latest Hybrid Tea to win the distinction of the All-America award, and one that should find a place in every rose collection. **\$3.00 each; 3 for \$7.95; 12 for \$31.80, postpaid.**

## 1953 All-America Winner

### **CHRYSLER IMPERIAL**

#### Hybrid Tea Rose

**Pat. 1167.** This opulent, vivid crimson-red Rose is proving to be a favorite after being on the market just a year. The long, tapering buds open to extra-big, gorgeous full blooms with 40 or more petals. Large, dark foliage on a compact, sturdy plant. Flowers are sweetly scented; medium long stems are excellent for cutting. **\$3.00 each; 3 for \$7.95; 12 for \$31.80, postpaid.**



Mojave

Chrysler Imperial

**RICHARDS GARDENS,  
Plainwell, Michigan**

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